Rating

0.00

0.00

Net Amount

\$16,235.00

\$16,235.00

ORDER

Orders	Order / Rev:	185174		WOULD X
	Alt Order #:	6828178	_	moda.
	Product Desc:	order	_	JL TV
	Estimate:	917924		WOOD
	Flight Dates:	09/17/12 - 09/24/12	Primary AE:	Petry Philadelphia
	Original Date / Rev:	06/21/12 / 09/12/12	Sales Office:	P-PHI
	Order Type:	REG	Sales Region:	Nat
Agency	Name:	Smart Media Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		814 King Street	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	POL/Detroit International Bridge		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P3	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN10086/SP6681/TO1332/MO1041

Totals

Month

Totals

September 2012

Spots

33

33

Gross Amount

\$19,100.00

\$19,100.00

Account Executives

End Date

09/23/12

Bill Plan

Start Date

08/27/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

\$19,100.00

Net Amount

\$16,235.00

Spots Gross Amount

33

Order Share	Share	Total
WOOD	30%	\$19,100.00
Market	100%	\$63,666,67

Competitive Share	Share	Total
CABLE	0%	\$0.00
		·
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$19,100.00
WXMI	10%	\$6,366.67
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$19.100.00

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WOOD	09/17/12	09/17/12	Noon News	CM	12-1p	M	:30	1	\$450.00 P2	0.00 NM	1	\$450.00
			News 8 @ Noon									
NEWS												
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/17/12	09/23/12	M	1	\$450.00	0.00						
E 2 WOOD	09/18/12	09/18/12		CM	12-1p	- T	:30	1	\$450.00 P2	0.00 NM	1	\$450.00

Print Date: 09/12/12 11:02:16 Page 2 of 3

Order / Rev: 185174 Advertiser: POL/Detroit International Bridge

Alt Order #: 6828178 Product Desc: order **WOOD**

Flight Dates: 09/17/12 - 09/24/12 Estimate: 917924

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Noon News News 8 @ Noon										
NEWS			110110 0 0 110011										
Sta Week: 09/	rt Date	End Date 09/23/12	Weekdays	Spots/Week	Rate \$450.00	Rating							
E 3 WOOD			Noon News	CM	12-1p	0.0	- W	:30	1	\$450.00 P2	0.00 NM	1	\$450.00
L 0 WOOD	00/10/1	2 00/10/12	News 8 @ Noon	OW	12 19		"	.00	•	Ψ-00.001 2	0.00 14141		Ψ-00.00
NEWS		E. J.D.	M/s shales s	0	Data	Daria							
Sta Week: 09/	rt Date /17/12	End Date 09/23/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$450.00	Rating 0.0							
E 6 WOOD			M-F 3-4p	CM	3-4p			:30	2	\$100.00 P4	0.00 NM	2	\$200.00
DOOTO	ND0		The Doctors										
DOCTO	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/		09/23/12	M	2	\$100.00	0.0	_						
E 7 WOOD	09/18/1	2 09/18/12	•	СМ	3-4p	-	T	:30	2	\$100.00 P4	0.00 NM	2	\$200.00
DOCTO)RS		The Doctors										
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/		09/23/12	- T	2	\$100.00	0.0							
E 8 WOOD	09/19/1	2 09/19/12	M-F 3-4p The Doctors	CM	3-4p	-	- W	:30	2	\$100.00 P4	0.00 NM	2	\$200.00
DOCTO	DRS		THE DOCIOIS										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	_						
Week: 09/		09/23/12	W	CM 2	\$100.00	0.0	0 T	:30		\$100.00 P4	0.00 NM	2	¢200.00
E 9 WOOD	09/20/1	2 09/20/12	M-F 3-4p The Doctors	CIVI	3-4p	-	1	:30	2	\$100.00 P4	U.UU INIVI	2	\$200.00
DOCTO	DRS												
<u>Sta</u> Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> T	Spots/Week 2	Rate \$100.00	Rating 0.0							
E 10 WOOD			-	CM	3-4p		F	:30	2	\$100.00 P4	0.00 NM	2	\$200.00
			The Doctors		- 1					**********			* ======
DOCTO		End Data	Wookdovo	Spoto/Mook	Poto	Potin							
Week: 09/	rt Date /17/12	End Date 09/23/12	<u>Weekdays</u> F	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.0	_						
E 11 WOOD	09/17/1	2 09/17/12	5am Daybreak	СМ	5a-6am	M		:30	2	\$200.00 P2	0.00 NM	2	\$400.00
NEWS			5am Daybreak										
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/		09/23/12	M	2	\$200.00	0.0							
E 12 WOOD	09/18/1	2 09/18/12	5am Daybreak	CM	5a-6am	-	T	:30	2	\$200.00 P2	0.00 NM	2	\$400.00
NEWS			5am Daybreak										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/23/12	- T	2	\$200.00	0.0				#000 00 D0	0.00.004	0	# 400.00
E 13 WOOD	09/19/1	2 09/19/12	5am Daybreak 5am Daybreak	СМ	5a-6am	-	- W	:30	2	\$200.00 P2	0.00 NM	2	\$400.00
NEWS			.,										
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> W	Spots/Week 2	Rate \$200.00	Rating 0.0							
E 14 WOOD			5am Daybreak	CM	5a-6am		T	:30	2	\$200.00 P2	0.00 NM	2	\$400.00
			5am Daybreak				_		_	*		_	*
NEWS	mt Doto	End Data	Maakdaya	Cnoto/Mook	Doto	Dotina							
Week: 09/	rt Date /17/12	End Date 09/23/12	<u>Weekdays</u> T	Spots/Week 2	Rate \$200.00	Rating 0.0							
		2 09/21/12	5am Daybreak	СМ	5a-6am	-	F	:30	2	\$200.00 P2	0.00 NM	2	\$400.00
NEWS			5am Daybreak										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	3						
Week: 09/	/17/12	09/23/12	F	2	\$200.00	0.0	0						
E 16 WOOD	09/17/1	2 09/17/12		CM	6-7a	M		:30	1	\$475.00 P4	0.00 NM	1	\$475.00

Print Date: 09/12/12 11:02:16 Page 3 of 3

Order / Rev: 185174 Advertiser: POL/Detroit International Bridge

Alt Order #: 6828178 Product Desc: order **WOOD**

Flight Dates: 09/17/12 - 09/24/12 Estimate: 917924

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			6am Daybreak 6am Daybreak									
NEWS	B-DAYBR	EAK	balli Daybieak									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 09/	/17/12	09/23/12	M	1	\$475.00	0.00						
E 17 WOOD	09/18/1	2 09/18/12	6am Daybreak	CM	6-7a	- T	:30	1	\$475.00 P4	0.00 NM	1	\$475.00
NEWC			6am Daybreak									
	8-DAYBR art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	- T	<u> 5pois/week</u>	\$475.00	0.00						
E 18 WOOD			6am Daybreak	CM	6-7a	W	:30	1	\$475.00 P4	0.00 NM	1	\$475.00
			6am Daybreak						*			*
NEWS8	3-DAYBR	EAK	-									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	W	1	\$475.00	0.00						
E 22 WOOD	09/23/1	2 09/23/12	Daybreak Sun @		6-7a	S	:30	2	\$175.00 P3	0.00 NM	2	\$350.00
SILDAY	YBREAK		Daybreak Sun @	86am								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S	2	\$175.00	0.00				j		
E 23 WOOD	09/23/1	2 09/23/12	Daybreak Sun @	7am CM	658-8a	S	:30	1	\$475.00 P3	0.00 NM	1	\$475.00
			Daybreak Sun @	7am								
	DAYBK S											
	art Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 09/		09/23/12		1	\$475.00	0.00			# 050 00 D 4	0.00.104	•	# 4 000 00
E 24 WOOD	09/23/1	2 09/23/12	Today Show Su Today Show Sur	CM	758-9a	S	:30	2	\$650.00 P4	0.00 NM	2	\$1,300.00
TODAY	,		Today Show Sui	luay								
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	S	2	\$650.00	0.00						
E 34 WOOD	09/19/1	2 09/19/12	Wed Hour 3	СМ	10-11p	W	:30	1	\$1,200.00 P4	0.00 NM	1	\$1,200.00
			Wednesday 10-1	I1p								
SVU					_							
	art Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating						
Week: 09/		09/23/12		tball CM	\$1,200.00 8-11P	0.00	:30	4 0	10,000.00 P3	0.00 NM	4	£10,000,00
N37 WOOD	09/22/1	2 09/22/12	Notre Dame Foo MICH VS NOTR		(8:00 PM-11		:30	15	10,000.00 P3	U.UU INIVI	1	\$10,000.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	S-		\$10,000.00	0.00				į		
					,	-				Totals	33	\$19,100.00
										iolais	55	ψ10,100.00